



WEWS

ORDER

Print Date 10/29/12

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Flight Dates **10/22/12-11/05/12**

Contract / Revision **306932 /**

Original Date / Revision
08/03/12 10/25/12

Advertiser **Republican Senate Campaig**

Product

Agency Com 15%

Billing Contact

**7720 Benson Road
Carroll, OH 43112**

Agency **Midwest Communications &**

Buying Contact

**49 S Grant Avenue
Columbus, OH 43125**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	49	\$56,950.00	\$67,000.00	0.00	10/01/12	10/28/12	49	\$56,950.00	\$67,000.00
November 2012	59	\$74,800.00	\$88,000.00	0.00	10/29/12	11/05/12	59	\$74,800.00	\$88,000.00
Totals	108	\$131,750.00	\$155,000.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	10/22/12	11/05/12	M-SU 11-1135P Late New	CM	11-1135p	-----	:30	0	\$3,000.00	P-1	0.00 NM	9	\$27,000.00
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12				10/22/12	10/28/12	MTWTF-S		4		\$3,000.00		0.00		
Week: 10/29/12				10/29/12	11/04/12	MTWTF-S		4		\$3,000.00		0.00		
Week: 11/05/12				11/05/12	11/11/12	M-----		1		\$3,000.00		0.00		



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Contract / Revision **306932** Flight Dates **10/22/12-11/05/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 10/25/12

Order Sep 00:20:00

Advertiser	Republican Senate Campai	Product
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Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/22/12	11/05/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	-----	:30	0	\$750.00	P-1	0.00	NM	11	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$750.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$750.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$750.00		0.00			
N 3	WEWS	10/22/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-----	:30	0	\$950.00	P-1	0.00	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$950.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		3				\$950.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$950.00		0.00			
N 4	WEWS	10/22/12	11/05/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-----	:30	0	\$950.00	P-1	0.00	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$950.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		3				\$950.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$950.00		0.00			
N 5	WEWS	10/22/12	11/05/12	M-F 9-10a Live With Kelly	CM	Live With Kelly	-----	:30	0	\$650.00	P-2	0.00	NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$650.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$650.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$650.00		0.00			
N 6	WEWS	10/22/12	11/05/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p (12:00 PM-12:30 PM)	-----	:30	0	\$1,200.00	P-1	0.00	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,200.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$1,200.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$1,200.00		0.00			
N 7	WEWS	10/22/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p Dr Oz	-----	:30	0	\$1,000.00	P-2	0.00	NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,000.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$1,000.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
N 8	WEWS	10/22/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-----	:30	0	\$2,500.00	P-1	0.00	NM	11	\$27,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$2,500.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$2,500.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
N 9	WEWS	10/22/12	11/05/12	M-F 730-8P 730-8p	CM	730-8p	-----	:30	0	\$1,200.00	P-2	0.00	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	2	WEWS	10/22/12-10/28/12	M-F 730-8P		730-8p		MTWThF----	:30	(\$1,200.00)	0.00	NM			
				See MG 9.12 [hra]											
	12	WEWS	10/24/12-10/28/12	M-F 7-730p		7-730p		--WThF----	:30	\$1,200.00	0.00	NM			
				Ⓜ MG for 9.2 10/25 [Per Bob]											



WEWS

Contract / Revision **306932** Flight Dates **10/22/12-11/05/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 10/25/12

Order Sep 00:20:00

Advertiser	Republican Senate Campai	Product
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Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WEWS	10/22/12	11/05/12	M-F 730-8P 730-8p	CM	730-8p	-----	:30	0	\$1,200.00	P-2	0.00	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	MTWTF--	5		\$1,200.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
6	WEWS	10/29/12-11/04/12	M-F 730-8P	730-8p		MTWThF----	:30	(\$1,200.00)	0.00	NM					
See MG 9.13 [N/A POLITICAL]															
13	WEWS	10/29/12-11/04/12	M-F 7-730p	7-730p		MTWThF----	:30	\$1,200.00	0.00	NM					
Ⓜ MG for 9.6 10/29 [per Bob]															
Week:		11/05/12	11/11/12	M-----	1		\$1,200.00	0.00							
N 10	WEWS	10/22/12	11/05/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	-----	:30	0	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	3		\$1,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
3	WEWS	10/22/12-10/28/12	M-F 1135p-1202a Nightline	1135p-1207x		MTWThF----	:30	(\$1,000.00)	0.00	NM					
See MG 11.5, 11.6, 11.7, 11.8, 11.9, 11.10 [na]															
Week:		10/29/12	11/04/12	MTWTF--	3		\$1,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
4	WEWS	10/29/12-11/04/12	M-F 1135p-1202a Nightline	1135p-1207x		MTWThF----	:30	(\$1,000.00)	0.00	NM					
See MG 11.5, 11.6, 11.7, 11.8, 11.9, 11.10 [N/A DUE HRA]															
5	WEWS	10/29/12-11/04/12	M-F 1135p-1202a Nightline	1135p-1207x		MTWThF----	:30	(\$1,000.00)	0.00	NM					
See MG 11.5, 11.6, 11.7, 11.8, 11.9, 11.10 [N/A DUE HRA]															
6	WEWS	10/29/12-11/04/12	M-F 1135p-1202a Nightline	1135p-1207x		MTWThF----	:30	(\$1,000.00)	0.00	NM					
See MG 11.5, 11.6, 11.7, 11.8, 11.9, 11.10 [N/A DUE HRA]															
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00	0.00							
N 11	WEWS	10/22/12	11/05/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----11	:30	2	\$700.00	P-2	0.00	NM	9	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----11	2		\$700.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WEWS	10/22/12-10/28/12	SA-SU GMA 8-9a	8-9a		-----SaSu	:30	(\$700.00)	0.00	NM					
See MG 11.5, 11.6, 11.7, 11.8, 11.9, 11.10 [LS...NA due to political]															
5	WEWS	10/22/12-10/28/12	M-F 1202a-107a Jimmy Kiml	1202-107x		MTWThF----	:30	\$700.00	0.00	NM					
Ⓜ MG for 10.6, 11.1, 10.5, 10.3, 10.4															
6	WEWS	10/22/12-10/28/12	Sa 6a-8a News	6-8a		-----Sa--	:30	\$550.00	0.00	NM					
Ⓜ MG for 10.6, 11.1, 10.5, 10.3, 10.4															
7	WEWS	10/22/12-10/28/12	Sa 6a-8a News	6-8a		-----Sa--	:30	\$550.00	0.00	NM					
Ⓜ MG for 10.6, 11.1, 10.5, 10.3, 10.4															
8	WEWS	10/29/12-11/04/12	M-F 1202a-107a Jimmy Kiml	1202-107x		MTWThF----	:30	\$700.00	0.00	NM					
Ⓜ MG for 10.6, 11.1, 10.5, 10.3, 10.4															
9	WEWS	10/29/12-11/04/12	M-F 4-5p Dr. OZ	4-5p		MTWThF----	:30	\$1,000.00	0.00	NM					
Ⓜ MG for 10.6, 11.1, 10.5, 10.3, 10.4															
10	WEWS	10/29/12-11/04/12	M-F 5-6p News	5-6p		MTWThF----	:30	\$1,200.00	0.00	NM					
Ⓜ MG for 10.6, 11.1, 10.5, 10.3, 10.4															



WEWS

Print Date: 10/29/12

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Contract / Revision **306932** Flight Dates **10/22/12-11/05/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Republican Senate Campai** Product

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WEWS	10/22/12	11/05/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----11	:30	2	\$700.00	P-2	0.00	NM	9	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----11		2				\$700.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 12	WEWS	10/22/12	11/05/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----	:30	0	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2				\$650.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		2				\$650.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 13	WEWS	10/22/12	11/05/12	Friday Prime C 20/20	CM	20/20	-----	:30	0	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$7,000.00		0.00			
	Week:	10/29/12	11/04/12	----F--		1				\$7,000.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$7,000.00		0.00			
N 14	WEWS	10/22/12	11/05/12	Sunday Prime A AFHV	CM	AFHV	-----	:30	0	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
	Week:	10/29/12	11/04/12	-----S		1				\$8,000.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
Totals														108	\$155,000.00